

Ventura, California

Senior Strategic Plan

Findings and Visioning Sessions

December 2019



Project Vision

Senior Strategic Plan

Allow the City of Ventura to identify potential gaps in senior services and develop strategies for meeting them.




Involve seniors within the community, resulting in specific goals and recommendations.

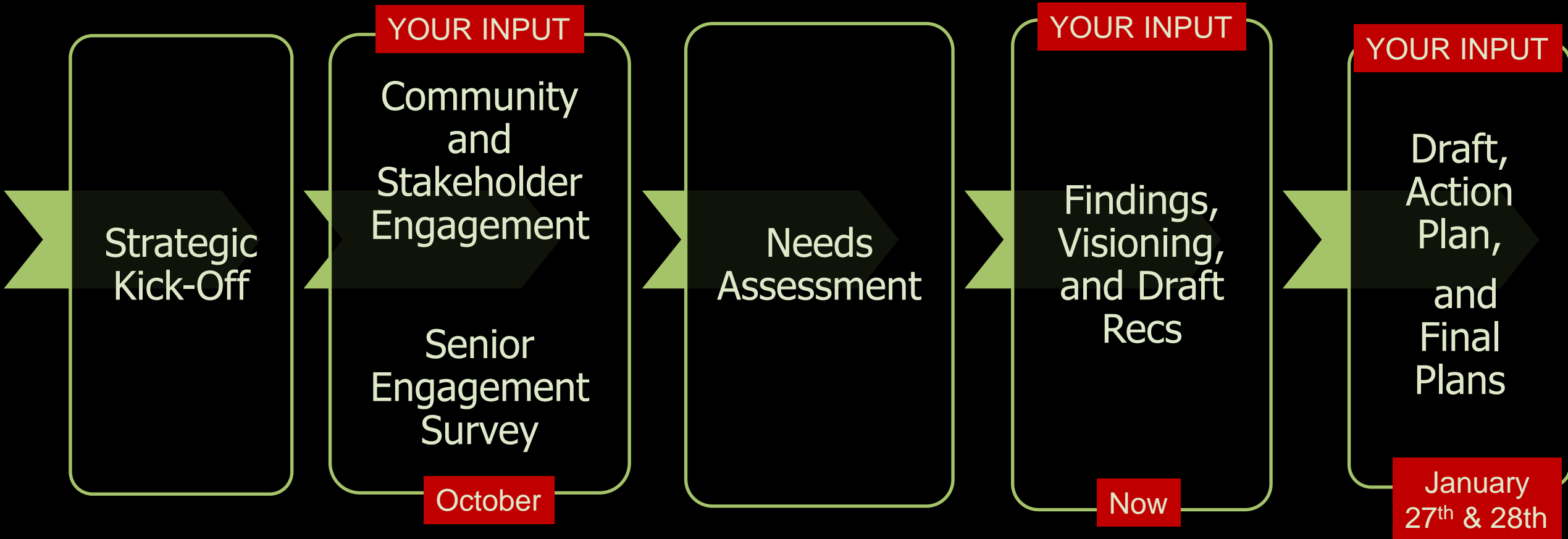


Desired Key Outcomes

Identification and Consensus on:

- ❖ Assessment of key programs, facilities, and/or services for seniors in Ventura
 - ❖ Identify the City's capacity for providing the senior services and programs related to the WHO eight domains of quality of life
 - ❖ Recommendations for improvements
 - ❖ Realistic short and medium-term goals along with a 5-year action plan
- 

Ventura Senior Strategic Plan Process and Schedule



Our Relevance is
greater Today
than Ever Before

We facilitate the
top three tiers for
human needs.



Maslow's hierarchy of needs

1954

WHO - Domains of Quality of Life

- Housing
- Outdoor and indoor spaces
- Social participation
- Respect and social inclusion
- Transportation
- Civic participation and employment
- Communication and information
- Community support and health services

Social

Cognitive

Physical

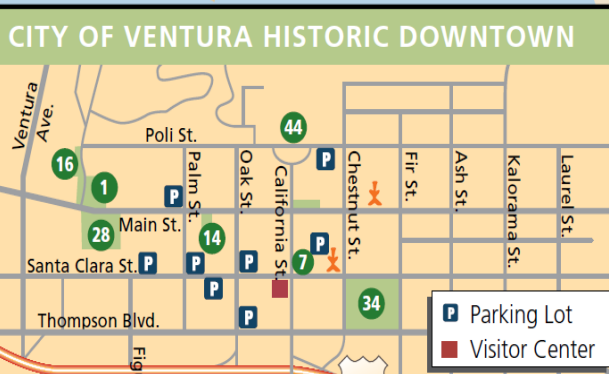
Ventura Facilities Specifically for Seniors

Ventura Avenue Adult Center

City of Ventura Parks & Recreation Facilities

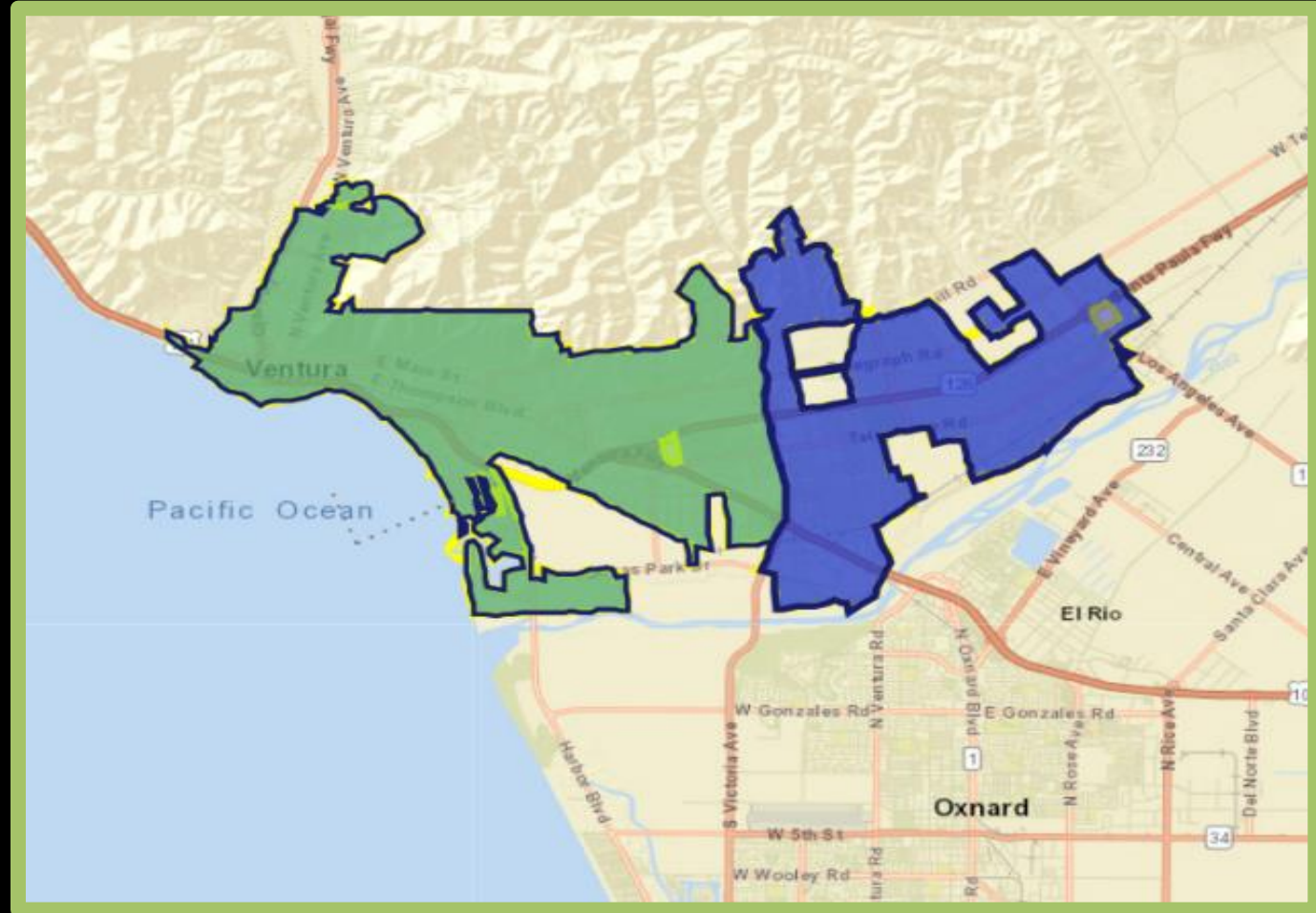
Ventura Community & Aquatics Center

No City Owned
Older Adult Specific
Facilities on the east side
of the City

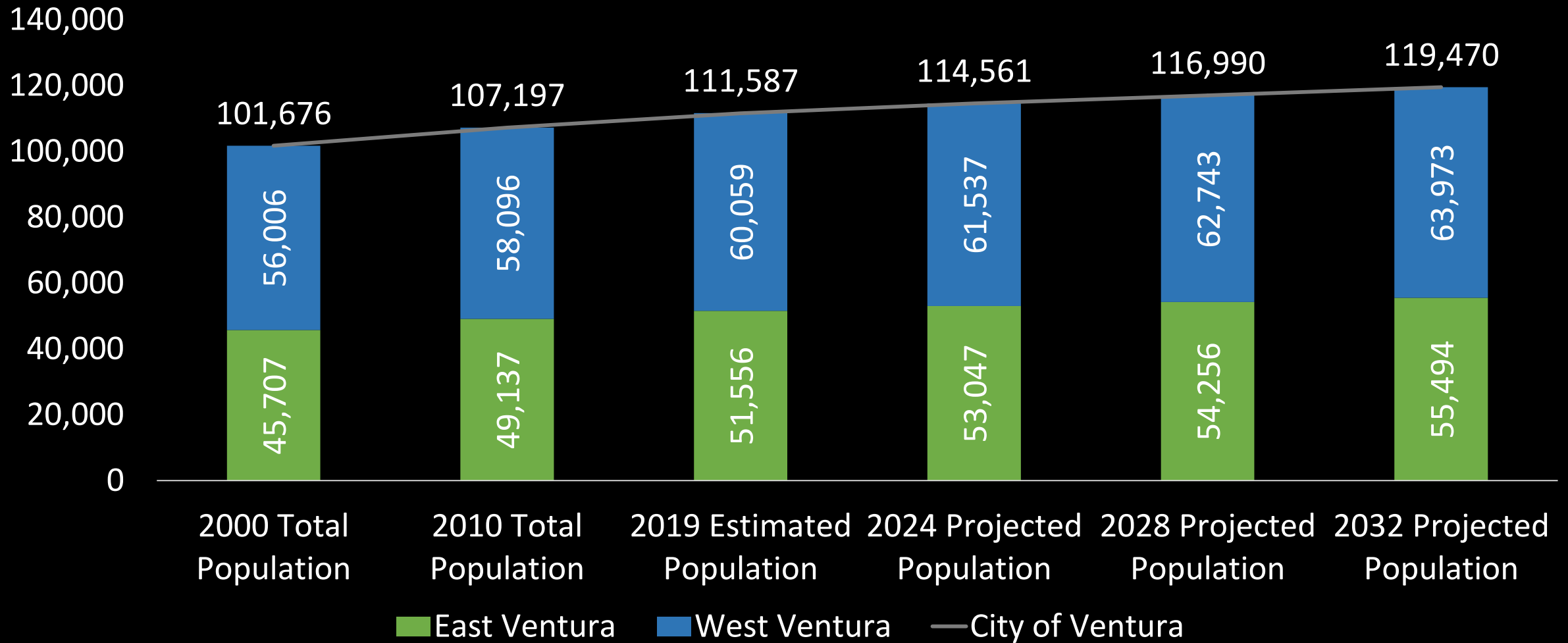


Community Profile

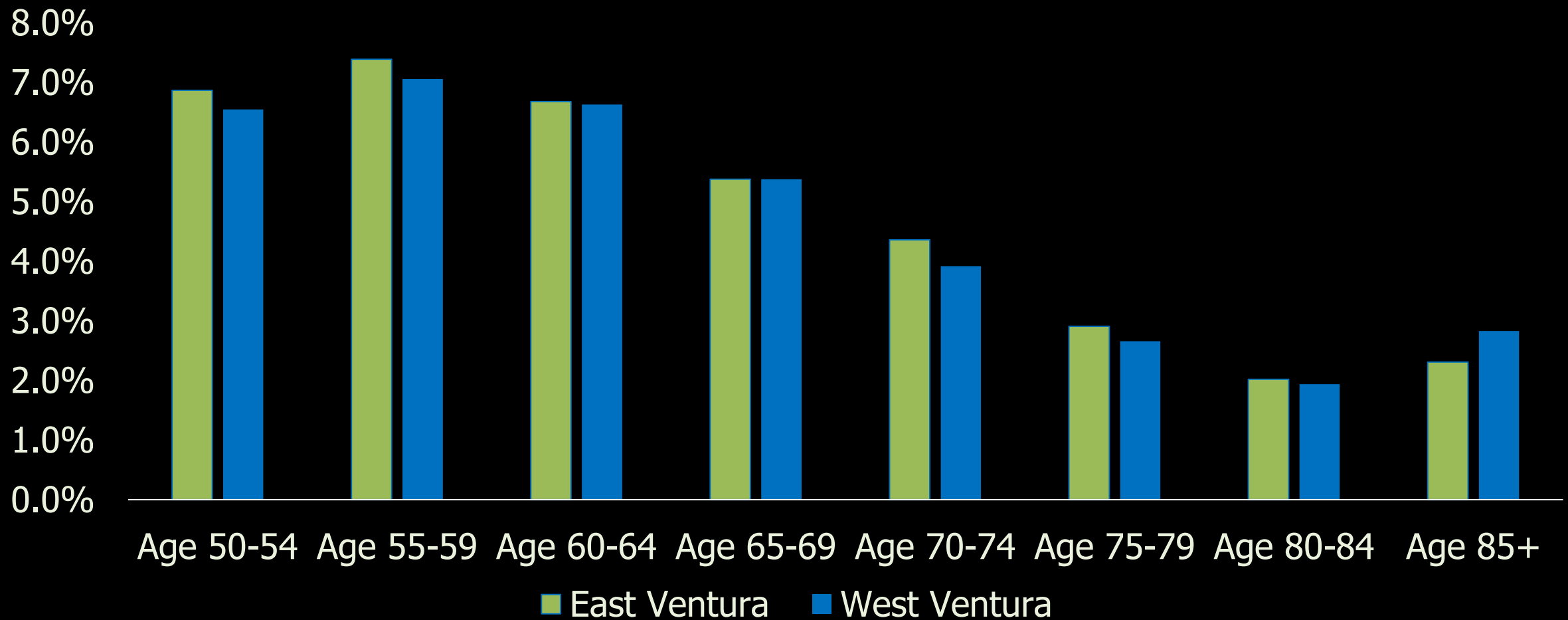
- ▣ Trends
- ▣ Demographics



Population Demographics



Population Demographics



Population Demographics

2019 Data	City of Ventura	East Ventura	West Ventura
Population	111,587	51,556	60,059
Growth Rate	0.43%	0.52%	0.32%
Household Income	\$74,696	\$81,469	\$66,362
Median Home Value	\$579,197	\$555,912	\$607,667
Median Age	40.0	40.4	39.7
Unemployment Rate	4.0%	4.5%	3.6%

Engagement and Outreach - All Voices Heard

Information and Engagement

Key Issues:


How do we develop and meet current and future needs?




Total Reach Based on Online Marketing Strategy

Online Marketing Platform	Outreach
City Twitter	2,882
City Instagram	1,511
City Facebook	10,834
PRCP Facebook	7,811
Next Door	33,001
Outlook	400+
Constant Contact	13,210
Total Reach	69,249


Strengths - Community Input

- Programs offered for seniors are high quality
 - Senior Nutrition Program
 - Great & accommodating Senior Staff
 - My Ventura Program Guide – strong communication tool
 - Partnerships through non-profits, libraries, VCAAA, museum and others are good
- 


Weaknesses - Community Input

- Extreme lack of affordable housing
 - Transportation – ACCESS and Mass Transit needs to be more reliable
 - Lack of senior services and facilities on East Side
 - Sidewalks and streets can be dangerous
 - More fitness and active adult programming
 - Not always aware of all that is offered
- 

Opportunities - Community Input

- Enhanced communication and awareness
 - Life long learning classes for seniors
 - Multigenerational Programs
 - Safer streets – 8:80 principle
 - Creating a more “livable” and vibrant community
 - Continued partnerships with non-profits, small businesses, community councils, senior agencies, etc.
- 

Additional Feedback - Community Input

- Senior Homeless Population is large and growing
 - Isolated Seniors are a challenge
 - Need to expand Senior Nutrition Program
 - Need more staff – Coordination & Volunteer Organization
 - Could partner more with others (churches, private, others)
- 

Senior Needs Assessment Survey – October 2019

680 Completed Surveys



Between October 4th- 30th:

- Online and Printed Option
- English and Spanish Option

Survey Demographics

Senior Needs Assessment Survey

Who
Completed
the Survey?

Most
respondents
were
between 60
and 79
years old
(72%)



Respondents
were closely
distributed
between
West (48%)
and East
(44%)
Ventura



75% of
Surveys
were
completed
by female
respondents



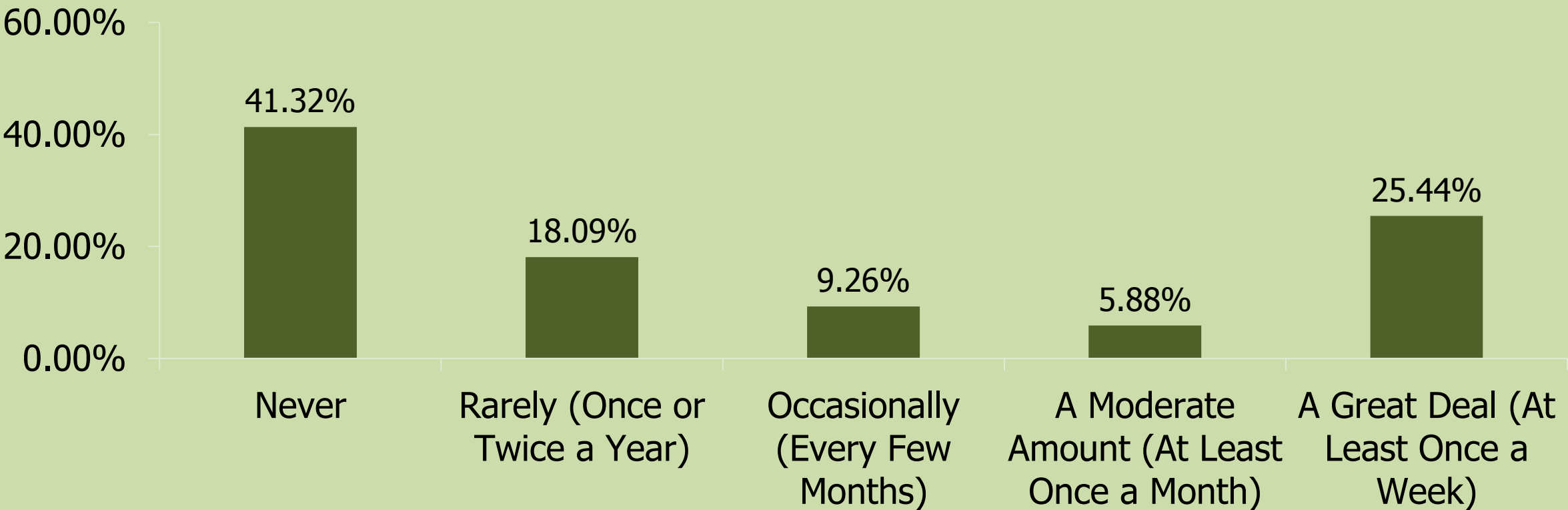
Most
respondents
lived in the
zip codes of
93001,
93003, or
93004



Most
households
had 1 to 2
people living
in the
residence



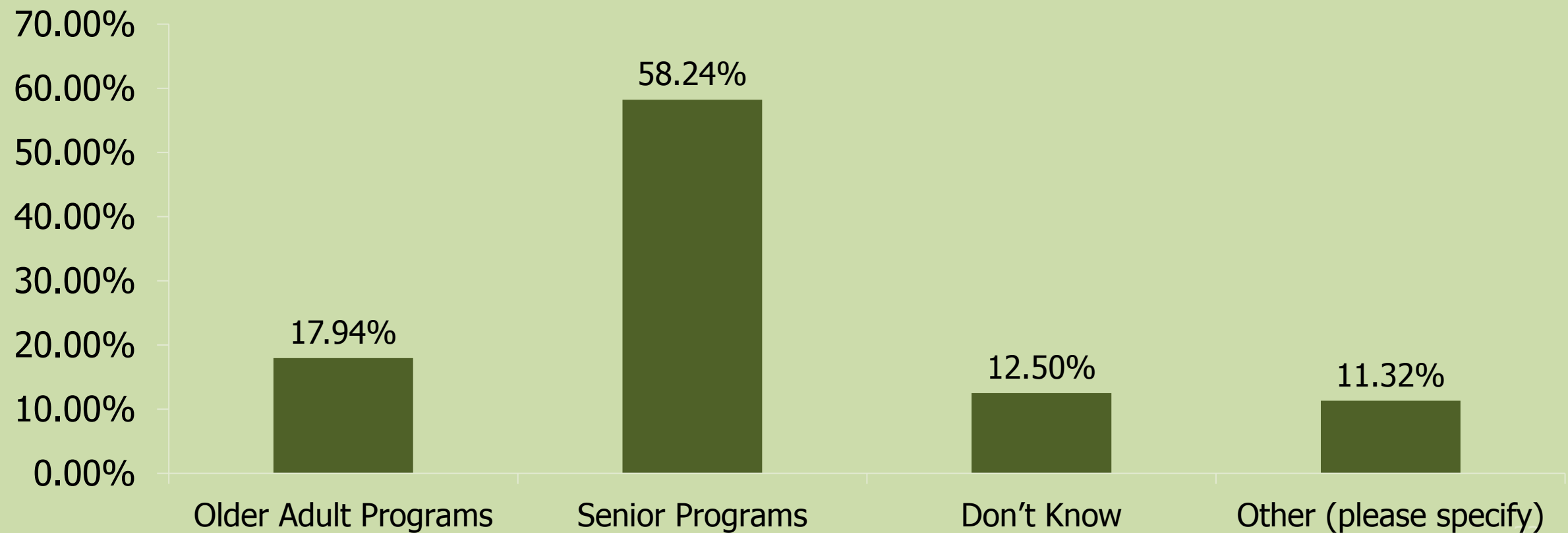
How often do you or members of your household participate in older adult programs at the Ventura Avenue Adult Center (VAAC) or other city recreation facilities?



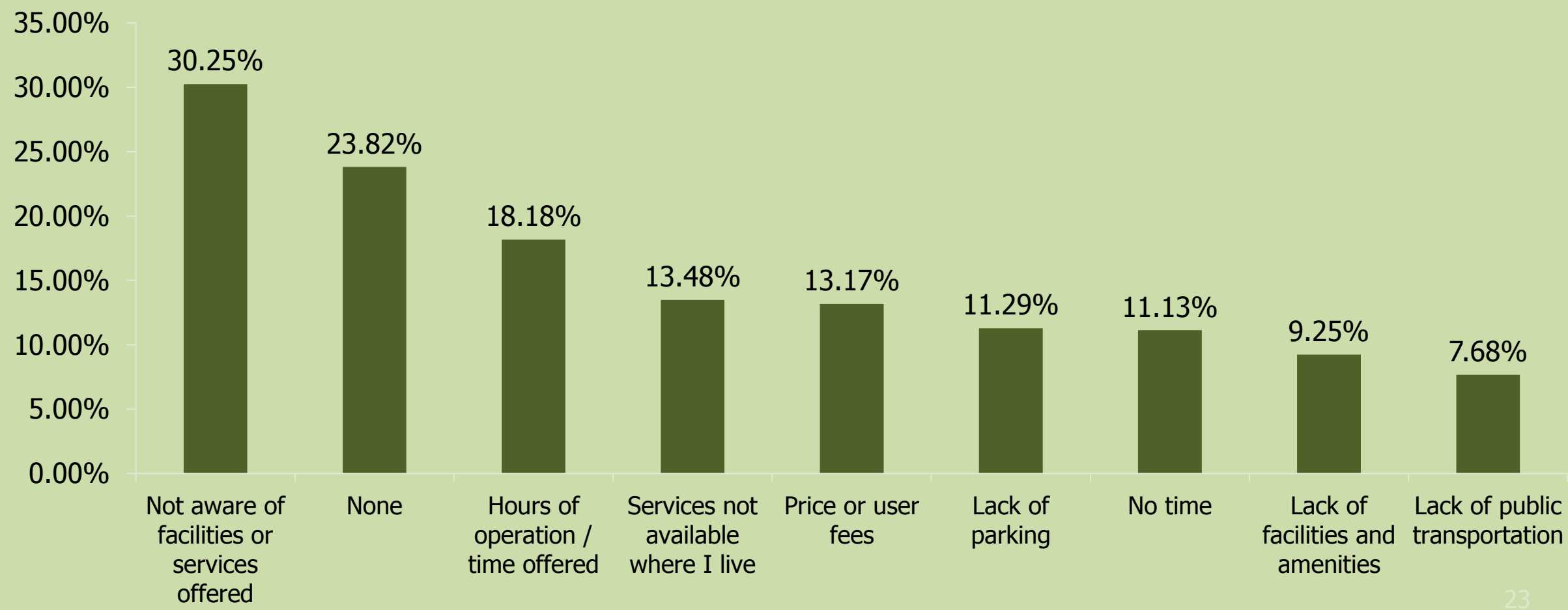
Which older adult programs that the City of Ventura provides are most important to you?

Physical exercise classes	66.18%
Cultural activities (e.g. dance, painting, creative writing)	41.32%
Travel programs (e.g. bus and walking tours)	40.74%
Social activities	39.12%
Education & safety classes	34.71%

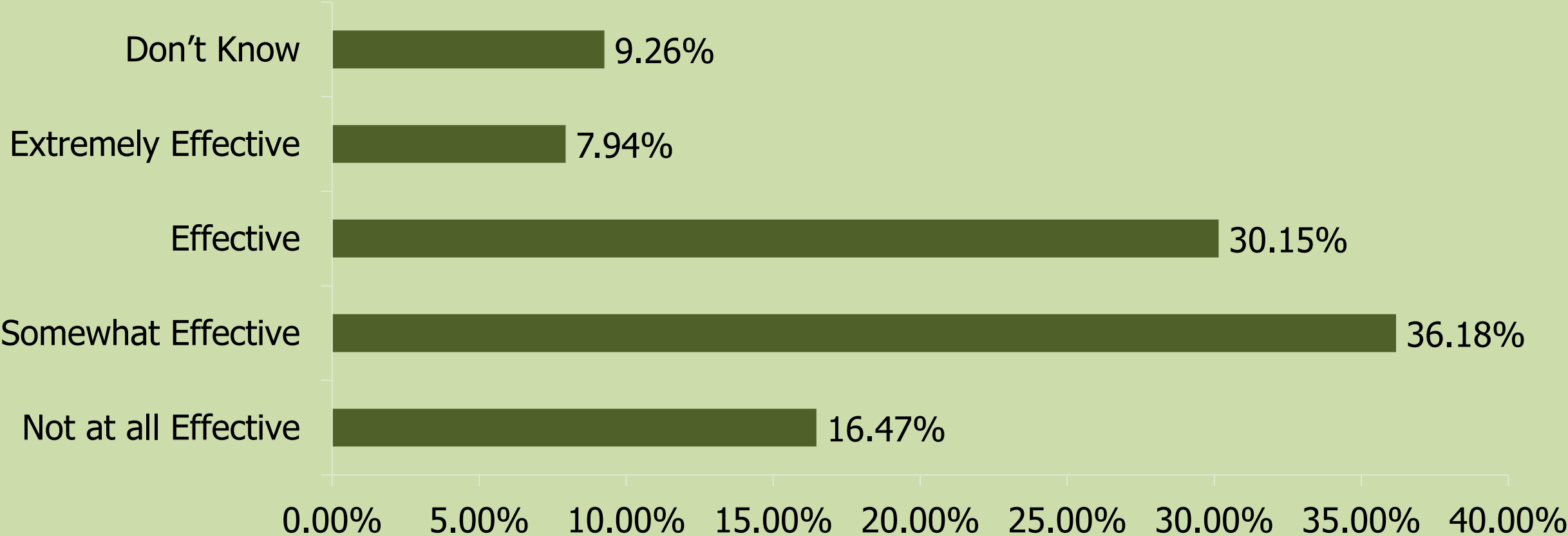
When referring to programs and services available for adults 55 and older, which name do you prefer?



If there are any, which barriers prevent you from participating in City of Ventura programs and services?

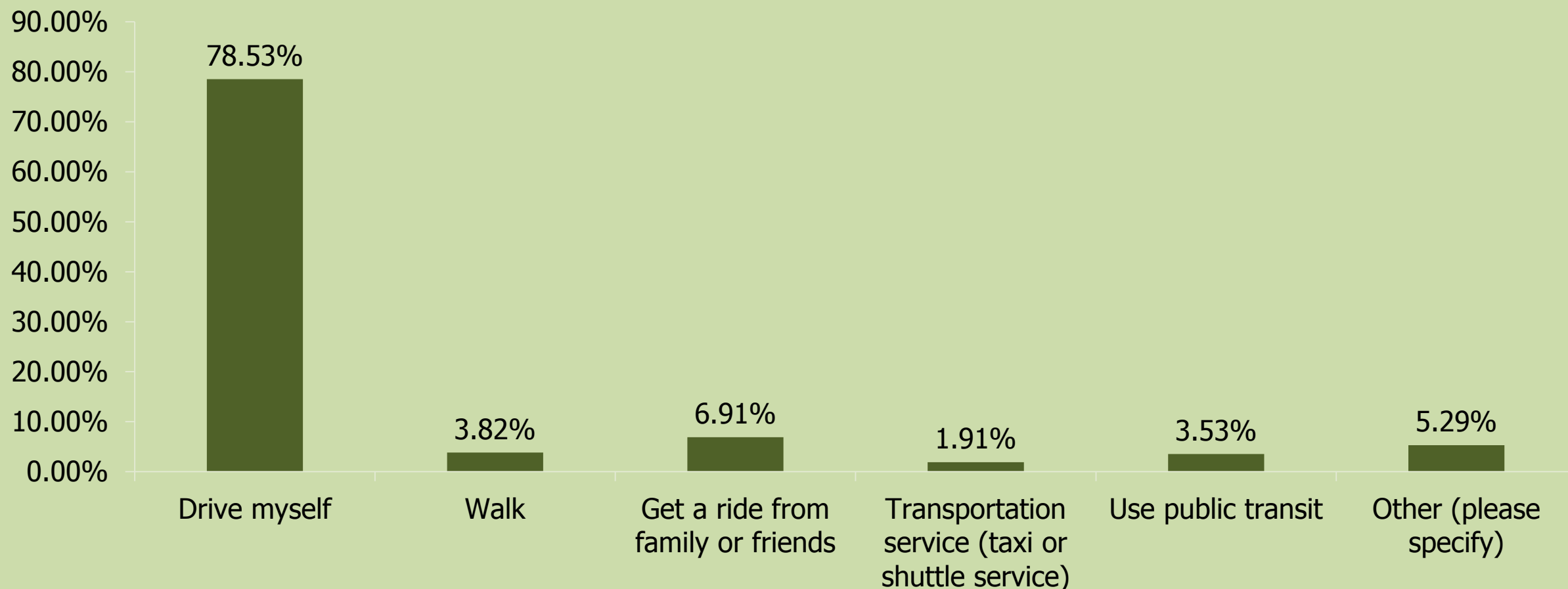


How effective is the City of Ventura at communicating with you about programs and services for older adults?



Preferred Communication Methods	Responses
MY Ventura activity guide / brochure	63.97%
City e-newsletters	51.18%
Local media (e.g. newspaper, Breeze)	42.50%
Nextdoor	33.68%
Social Media (e.g. Facebook, Instagram, Twitter)	33.38%

When you go somewhere, how do you usually get there?



Daily Activities

Senior Needs Assessment Survey

0 Days a Week	1 – 2 Days a Week	3 – 5 Days a Week	6 – 7 Days a Week
Working for pay (66%)	Attending movies, sporting events, or group events (62%)	Participating in physical activities such as walking, golf or exercise (39%)	Caring for a pet (49%)
Participating in a club or civic group (64%)	Providing help to friends or relatives (50%)	Visiting with family / friends in person or on the phone (32%)	Doing housework or home maintenance (28%)
Caring for a family member (56%)	Doing housework or home maintenance (41%)	Participating in a hobby such as art, gardening, or music (27%)	Participating in physical activities such as walking, golf or exercise (27%)

Top Responses



1. Housing



2. Community support and health services



3. Transportation



4. Communication and Information



5. Outdoor and Indoor Spaces



6. Respect and social inclusion



7. Social participation



8. Civic participation and employment

“Cost of living continues to erode the fixed income of seniors. As finances decline, the quality of life deteriorates.”

- Survey respondent

*Source: Seniors Needs
Assessment Survey, GreenPlay*

LLC, October 2019

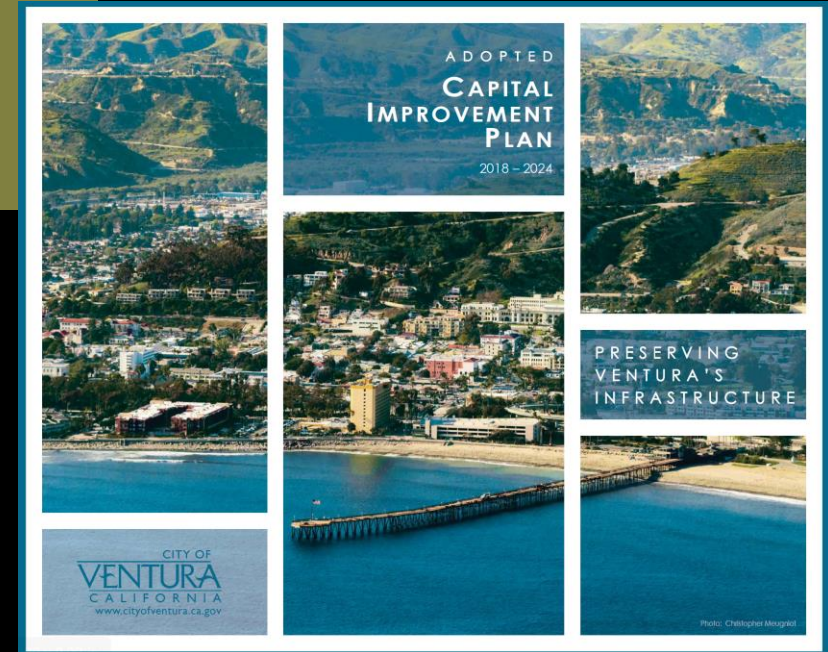
Which older adult services should the City of Ventura support through continued or new partnerships?

Affordable housing (retirement community, assisted living, 55+ mobile home)	73.09%
Transportation services	69.71%
Health services (support groups, health assessments, etc.)	64.85%
Nutrition services (in-home meal delivery, lunch programs)	60.59%
Social services (elder care and protection, peer/supportive counseling)	59.71%
Care services (in-home, running errands, respite care)	58.82%
Professional services (legal, tax, insurance, financial)	37.35%
Other (please specify)	10.88%



Other Plans and Guiding Documents

- ❑ There is no PRCP system-wide master plan
- ❑ 2012 Senior Services Strategic Plan
- ❑ City Wide Plans & CIP
- ❑ Other plans




Programs Analysis

- Other Programs through Recreation Division
- Programs at VAAC
- Senior Nutrition Program
- VCAAA Offerings
- Alternative Providers

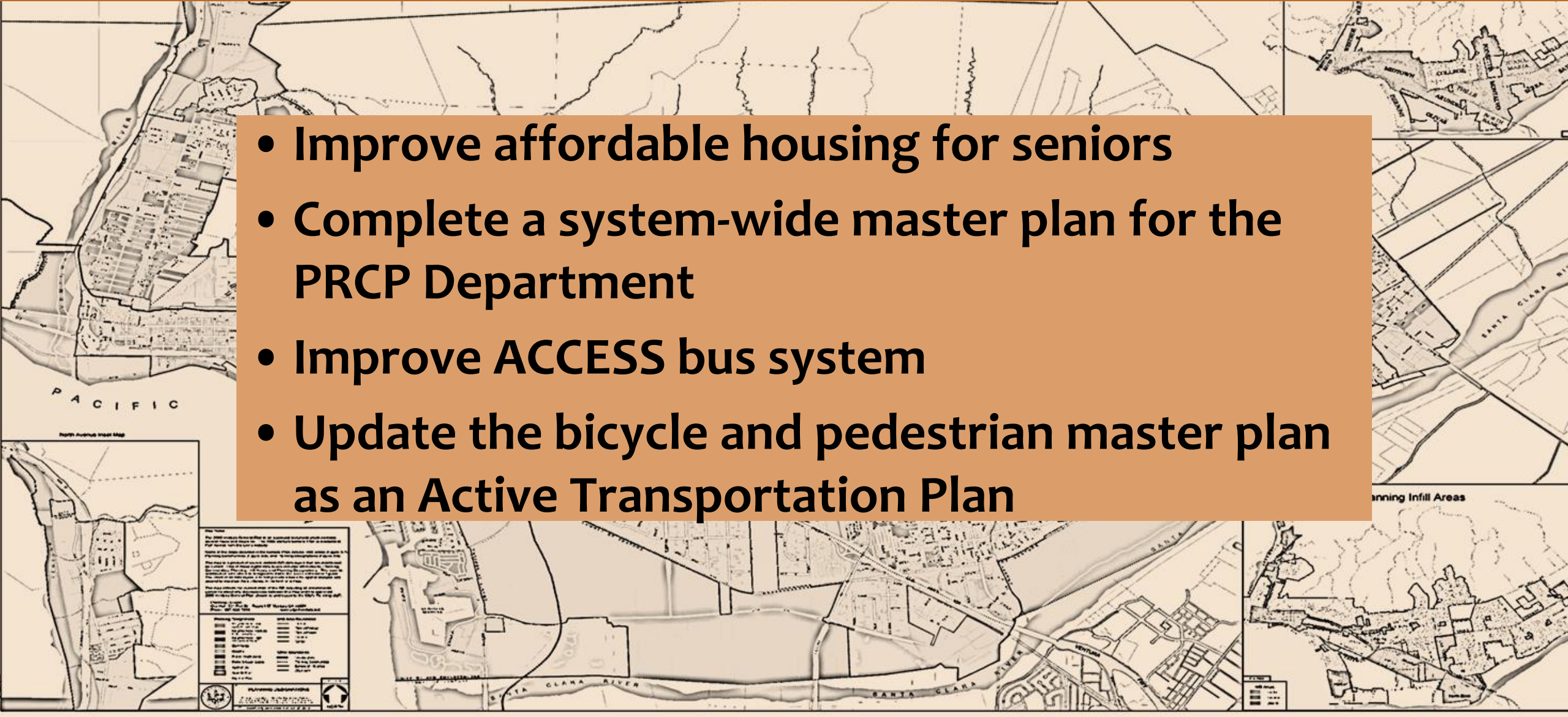


Key Issues Analysis Matrix


City of Ventura - SSP Draft KEY ISSUES Matrix	Qualitative Data				Quant. Data		Consultant's Analysis and Professional Opinion
<u>Key Issue - Rating Scale</u> a - priority b - opportunity to improve c - minor or future issue blank means the issue didn't come up or wasn't addressed	Consultant Team	Staff Input	Public Input	Leadership Interviews	Community Survey	Other City Documents	 Preliminary Recommendations
General Overall Levels of Service							
Improve affordable housing for seniors	a	a	a	a	a		Work closely with partners and organizations that can assist with affordable housing solutions, specifically related to seniors. Identify goals of reducing homelessness for those over 55.
Complete a system-wide master plan for the PRCP Department	a	a	b	b		a	Senior Services should be integrated into a Departmental Master Plan - as many programs and facilities are integrated overall
Improve ACCESS bus system	a	b	a	a	a		Work with GoldCoast Transit to communicate issues related to timeliness, logistics, and customer service specific to service for seniors
Develop a bicycle and pedestrian master plan	a	a	a	a			Develop an updated comprehensive pedestrian and bicycle plan; identify alternative transportation methods to promote safe streets, increased access, and walkability throughout the City. Utilize 8:80 and Complete Streets Concepts.
Organizational and Administrative							
Utilize partners to expand awareness of services available to seniors	a	a	a	b	b	b	Build upon success of senior-serving agencies and organizations to enhance and expand offerings to seniors and to increase awareness of social services
Ensure staff and resources expand with additional offerings of programs and facilities	a	a	b	b			With potential of adding new programs and services, budget for adequate staff, funding, and resources to ensure long term success
Organize Senior Leadership Task Force with Partners	a	a	b	a			Coordinate annual or quarterly meetings with leaders of senior-serving agencies and organizations to improve communication and identify/solve community-wide issues

General Overall Levels of Service


- Improve affordable housing for seniors
- Complete a system-wide master plan for the PRCP Department
- Improve ACCESS bus system
- Update the bicycle and pedestrian master plan as an Active Transportation Plan




Organizational & Administrative

- Expand awareness of senior services programs
 - Utilize partners to expand awareness of services available to seniors
 - Ensure staff and resources expand with additional offerings of programs and facilities
 - Organize Senior Leadership Task Force with Partners
 - Hire Volunteer Coordinator/Alternative Funding Manager
- 


Programs and Service Delivery

- Consolidate and market program offerings for seniors
 - Add additional physical fitness and sport classes
 - Expand Senior Nutrition Program
 - Add additional programming to East Side
 - Expand additional opportunities to integrate with public health
 - Expand outreach to Hispanic population
 - Expand programming to include activities with higher cost recovery goals
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Facilities and Amenities

- Secure program space at shared facilities
 - Update and upgrade VAAC
 - Expand parking at VAAC
 - Ensure all facilities are ADA accessible
 - Explore feasibility of senior center in East Ventura
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Financial Key Issues

- Identify appropriate levels and opportunities for revenue generating programs and services that can enhance resource allocation
 - Identify and pursue alternative funding and partnership opportunities
 - Include additional Senior Services funding in operational and CIP budgets
- 

Developing a Strategic Plan of Action

- ❑ Spaces and facilities
- ❑ Programs and services
- ❑ Staffing and customer service
- ❑ Gaps and potential partners

Key Issues:

How do we develop and meet current and future needs?



Your Input & Ideas Thank You!

GREENPLAY^{LLC}

*The Leading Edge In Parks, Recreation
And Open Space Consulting*

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